## In the Claims

(Previously Presented) An advertisement management system (AMS) for
inserting targeted advertisements in an electronic program guide (EPG), the system comprising:
an advertisement characterization module for characterizing one or more advertisements
to be transmitted to a subscriber within the EPG;

a subscriber characterization module for characterizing one or more subscribers receiving the EPG; and

an EPG correlation module for correlating the advertisements to the subscribers whereby the suitable advertisements are inserted in the EPG.

- 2. (Previously Presented) The system of claim 1, wherein the EPG with suitable advertisements is received by the subscriber at a subscriber interface.
- 3. (Previously Presented) The system of claim 2, wherein the subscriber interface is a set-top box (STB).
- 4. (Previously Presented) The system of claim 2, wherein the subscriber interface is a cable-ready television having a unique identification.
- 5. (Previously Presented) The system of claim 2, further comprising an EPG download server for creating a plurality of EPG screens having targeted advertisements.

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- (Previously Presented) The system of claim 5, wherein the plurality of EPG screens are transmitted to the subscriber.
- 7. (Previously Presented) The system of claim 6, further comprising an instruction module for instructing the subscriber interface to select an appropriate EPG screen.
- 8. (Previously Presented) The system of claim 5, wherein a suitable EPG screen is transmitted to the subscriber, responsive to said EPG correlation module.
- 9. (Previously Presented) The system of claim 1, wherein the subscriber characterization is based on demographic information available from one or more databases.
- 10. (Previously Presented) The system of claim 9, wherein the databases are located externally to the AMS.
- 11. (Previously Presented) The system of claim 9, wherein the databases are located internally to the AMS.
- 12. (Previously Presented) The system of claim 1, wherein the subscriber characterization is based on real-estate information.
- 13. (Previously Presented) The system of claim 1, wherein the advertisements are characterized via one or more advertisement vectors.

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- 14. (Previously Presented) The system of claim 13, wherein the advertisement vectors include a plurality of categories.
- 15. (Previously Presented) The system of claim 14, wherein each of the plurality of categories is assigned a weight.
- 16. (Previously Presented) The system of claim 15, wherein the advertisement vector comprises a weighted average of the categories.
- 17. (Previously Presented) The system of claim 1, wherein the subscribers are grouped into a plurality of groups based on common subscriber characteristics, whereby each subscriber group receives a particular EPG having one or more targeted advertisements.
- 18. (Previously Presented) The system of claim 1, further comprising an advertisement sales module for sciling one or more advertisement opportunities available in the EPG.
- 19. (Previously Presented) The system of claim 18, wherein the advertisement sales module further determines a pricing scheme to be presented to one or more advertisers for placement of the advertisements in the EPG.

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- 20. (Previously Presented) The system of claim 19, wherein the pricing scheme is based on the correlation results.
- 21. (Previously Presented) The system of claim 20, wherein the prices are directly proportional to the correlation.
- 22. (Currently Amended)A method for delivering targeted advertisements in an electronic program guide (EPG), the method comprising:

characterizing one or more subscribers receiving the EPG;

characterizing one or more advertisements to be transmitted to the subscribers within the EPG;

correlating the subscribers and the advertisements based on the subscriber characterizations and the advertisement characterizations; and

creating a plurality of EPGs having different targeted advertisements based on said correlating.

- 23. (Previously Presented) The method of claim 22, further comprising selecting an appropriate EPG to be transmitted to a subscriber based on said correlating.
- 24. (Previously Presented) The method of claim 22, further comprising: transmitting the plurality of EPGs to each of the subscribers; and instructing a subscriber interface to display a particular EPG, wherein the instruction decisions are based on the correlation results.

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- 25. (Previously Presented) The method of claim 24, wherein the subscriber interface is a set-top box (STB).
- 26. (Previously Presented) The method of claim 24, wherein the subscriber interface is a cable-ready television having a unique identification.
- 27. (Previously Presented) The method of claim 22, wherein the subscriber characterizations are based on demographic information.
- 28. (Previously Presented) The method of claim 22, wherein the subscriber characterizations are based on real-estate sales information.
- 29. (Previously Presented) The method of claim 22, wherein the advertisements are characterized via one or more advertisement vector.
- 30. (Previously Presented) The method of claim 29, wherein the advertisement vector includes a plurality of categories.
- 31. (Previously Presented) The method of claim 30, wherein each of the plurality of categories is assigned a weight.

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- 32. (Previously Presented) The method of claim 31, wherein the advertisement vector comprises a weighted average of the categories.
- 33. (Previously Presented) The method of claim 22, further comprising grouping the subscribers into a plurality of groups based on common subscriber characteristics, whereby each subscriber group receives a particular EPG having one or more targeted advertisements.
- 34. (Previously Presented) The method of claim 22, further comprising determining a pricing scheme to be presented to one or more advertisers for placement of the advertisements in the EPG.
- 35. (Previously Presented) The method of claim 34, wherein the pricing scheme is based on the correlation results.
- 36. (Previously Presented) The method of claim 35, wherein the prices are directly proportional to the correlation.
- 37. (Previously Presented) A method for delivering targeted advertisements in an electronic program guide (EPG), the method comprising:

creating a plurality of EPG screens having different advertisements; characterizing one or more subscribers receiving the EPG; and correlating the EPGs and the subscribers based on the subscriber characterization.

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- 38. (Previously Presented) The method of claim 37, further comprising selecting a suitable EPG to be transmitted to a particular subscriber, based on said correlating.
  - 39. (Previously Presented) The method of claim 37, further comprising: transmitting the plurality of EPGs to each of the subscribers; and instructing each subscriber interface to select a particular EPG.
- 40. (Previously Presented) The method of claim 39, wherein the instructions are based on said correlation.
- 41. (Previously Presented) The method of claim 37, wherein said correlating further comprises:

characterizing the advertisements inserted in different EPGs; and matching the subscriber characterizations and the advertisement characterizations.

- 42. (Previously Presented) The method of claim 41, wherein the advertisements are characterized via one or more advertisement vector.
- 43. (Previously Presented) The method of claim 42, wherein the advertisement vector includes a plurality of categories.
- 44. (Previously Presented) The method of claim 43, wherein each of the plurality of categories is assigned a weight.

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- 45. (Previously Presented) The method of claim 44, wherein the advertisement vector comprises a weighted average of the categories.
- 46. (Previously Presented) The method of claim 37, further comprising grouping the subscribers into a plurality of groups based on common subscriber characteristics, whereby each subscriber group receives a particular EPG having one or more targeted advertisements.
- 47. (Previously Presented) The method of claim 37, further comprising determining a pricing scheme to be presented to one or more advertisers for placement of the advertisements in the EPG.
- 48. (Previously Presented) The method of claim 47, wherein the pricing scheme is based on the correlation results.
- 49. (Previously Presented) The method of claim 48, wherein the prices are directly proportional.
- 50. (New) A method for delivering targeted advertisements to subscribers of a content delivery network within an electronic program guide (EPG), the method comprising: characterizing a plurality of subscribers of a content delivery network; characterizing a plurality of advertisements that may possibly be inserted within an EPG;

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correlating the subscribers and the advertisements to determine different advertisements that can be targeted to different subscribers;

selecting targeted advertisements to be inserted in the EPG based on said correlating; creating a plurality of targeted EPGs by inserting different targeted advertisements into advertisement opportunities within the EPG; and transmitting the targeted EPGs to the subscribers.

- 51. (New) The method of claim 50, wherein said transmitting includes transmitting only an appropriate targeted EPG to the subscribers.
  - 52. (New) The method of claim 50, wherein said transmitting includes transmitting the plurality of EPGs to the subscribers; and transmitting instructions to the subscribers as to which targeted EPG to display.
- 53. (New) The method of claim 50, further comprising grouping the plurality of subscribers into a plurality of groups based on common subscriber characteristics, and wherein said correlating includes correlating the group of subscribers and the advertisements.
- 54. (New) A method for delivering targeted advertisements to subscribers of a content delivery network within an electronic program guide (EPG), the method comprising: creating a plurality of targeted EPGs, wherein each targeted EPG has different advertisements inserted within advertisement opportunities within an EPG, and wherein each

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targeted EPG has different characteristics associated with it;

characterizing one or more subscribers of a content delivery network;

correlating the targeted EPGs and the subscribers to determine appropriate targeted EPG screens for the subscribers; and

transmitting the targeted EPGs to the subscribers.

- 55. (New) The method of claim 54, wherein said transmitting includes transmitting only an appropriate targeted EPG to the subscribers.
  - 56. (New) The method of claim 54, wherein said transmitting includes transmitting the plurality of targeted EPGs to the subscribers; and transmitting instructions to the subscribers as to which targeted EPG to display.
- 57. (New) The method of claim 54, further comprising grouping the plurality of subscribers into a plurality of groups based on common subscriber characteristics, and wherein said correlating includes correlating the group of subscribers and the targeted EPGs.